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भाग-1(ख)

महत्वपूर्ण सरकारी आज्ञायें।

Industries & Commerce (Group-1) Department

Notification

Jaipur, December 08, 2024

F.No. 30(1)Industries/I/2024 :-

Definition's

"Agricultural / Agri Products" means produce of agriculture, horticulture, sericulture, floriculture, aromatic, herbal & medicinal plants, fisheries, poultry, apiculture, dairy and shall include minor forest produce and livestock-based products.

"Agro-processing" means processes that use agriculture products, Agri-waste and intermediate agriculture products to produce new products having value addition.

"Enterprise" means an industrial undertaking or business concern or any other establishment, by whatever name called, engaged in manufacturing of goods, in any manner, or engaged in providing or rendering of service or services.

"Exporter" means the unit bearing Import-Export Code & RCMC with concerned EPC/ Board/ Authority/ Organization.

"RIICO" means Rajasthan State Industrial Development & Investment Corporation.

"State Level Task Force Committee (SLTFC)" means State level committee for implementation of this policy in the State as well as screening & sanctioning committee for disbursement of fiscal assistance as prescribed under this Policy.

"TEU"- A TEU or Twenty-foot/ Forty Foot Equivalent Unit is an exact unit of measurement used to determine cargo capacity for container ships and terminals.

"Year" means a fiscal year (From 1st Apr- 31st March) & **"quarter"** means the period of three months ending on 30th June, 30th September, 31st December, and 31st March.

"ZED Certification" means the certification of manufacturing process under "Zero Defect Zero Effect" policy of Govt. of India for units in MSME sector.

1. Preamble

Exports are widely regarded as the driving force behind growth and development. Recognizing their potential to contribute to the development of a "Viksit Bharat" by 2047, the Government of India has set a target of achieving $1 trillion in merchandise exports. Rajasthan boasts a rich cultural heritage and vibrant colors, encompassing the

largest area of any state in India. It envisions itself emerging as a significant exporting state in the coming years. While traditionally strong in crafts and textiles, Rajasthan is swiftly broadening its export portfolio to include a diverse array of products. The leading exporting sectors include engineering goods, gems & Jewellery, textiles, metals, handicrafts, agro-food products, and chemicals & allied products, which together represent over 70 percent of the state's total exports. For the fiscal year 2023-24, the total exports of goods from Rajasthan amounted to ₹83,704.24 crore.

In order to boost exports and foster an environment where enterprises from the State can access global markets, the Government of Rajasthan plans to introduce an Export Promotion Policy. The goal is to achieve merchandise exports totaling ₹ 1.5 lakh crore by the Year 2029. Beyond contributing valuable foreign currency to the national treasury, the State's exports offer numerous indirect advantages. These include expanded market opportunities for local goods, improved product quality and handling techniques, advancements in technology for plants, machinery, and manufacturing processes, and heightened employment prospects.

The policy builds on the Export Preparedness Index framework (Annexure I), emphasizing four pivotal aspects: policy, export performance, business environment, and export ecosystem to support exporters from Rajasthan. It extends beyond this framework to pinpoint and enhance areas that can cultivate an environment where entrepreneurs are empowered to highlight their products globally. The policy aims to assess Rajasthan's current export landscape and spotlight key sectors such as Engineering goods, Textiles, Gems & Jewellery, Agro & Food Processing, and Handicrafts, while also highlighting emerging sectors like Tourism, Hospitality, and Healthcare. It will delve into the potential for further growth and examine government and industry initiatives.

A focused approach with vertical and horizontal value addition strategies will be crucial for sectorial development. The vertical approach aims to ensure direct access to exporters and market linkages, while the horizontal approach focuses on enhancing existing product lines with new value additions. Additionally, it will reveal the sectors, interventions, and support provided by the state government along the value chain, address challenges encountered by exporters in Rajasthan, and propose viable solutions. By comprehensively assessing the current scenario, the state aims to chart a path towards a more promising future for exports.

2. Background

Rajasthan is a state abundant in minerals and boasts a diverse economy driven primarily by agriculture, mining, and tourism. Its mines yield a variety of resources including gold, silver, sandstone, limestone, marble, granite, rock phosphate, copper, and lignite. The state ranks as the second-largest producer of cement and contributes a sizable portion to India's salt production. Encompassing 3.42 lac Sq. Km, Rajasthan covers 10.4% of India's total geographical area. It holds the distinction of being India's largest state by area and the seventh most populous. Geographically, Rajasthan features the Thar Desert and the Aravalli Mountain Range, which spans over 850 kilometers from southwest to northeast, traversing the state end-to-end. Rajasthan the most preferred investment destination in India with the most conducive eco-system for inclusive and sustained industrial development following states like Maharashtra, Gujarat, and Andhra Pradesh. This is due to its conducive environment, stable law, and order situation, developed infrastructure, favorable investment climate, and advantageous population density. Areas adjacent to the National Capital Region (NCR), such as Bhiwadi, have gained popularity among automobile and manufacturing companies.

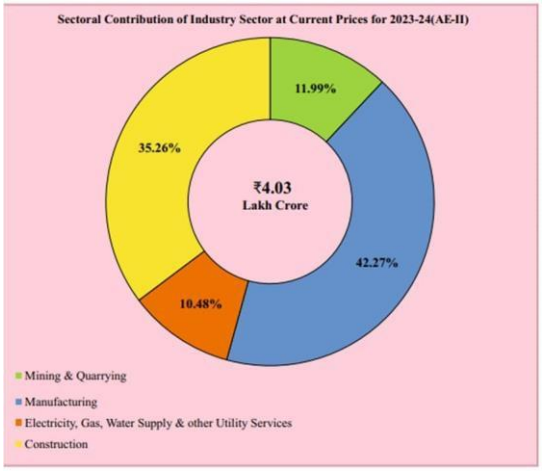


Figure No.1: Sectorial Contribution of Industry Sector at Current Price's for 2023-24 (AE)

In the fiscal year 2023-24, the industry sector contributed 28.21% (Advance Estimate) to Rajasthan's Gross State Value Added (GSVA). The manufacturing sector accounted for an estimated 42.27%, with construction and other sectors following in share.

As India's largest state by area, Rajasthan provides abundant land available at competitive rates. Rajasthan Industrial Development and Investment Corporation Ltd. (RIICO) ensures the provision of top-tier infrastructure and comprehensive support services to facilitate the establishment of new enterprises.

Rajasthan boasts a network of six primary Airports: Jaipur International Airport, Udaipur Airport, Kishangarh Airport, Bikaner (Nal) Airport, Jaisalmer Airport (JSA),

and Jodhpur Airport (JDH). The Jaipur International airport features an air cargo complex, complemented by Inland Container Depots situated at Jaipur (2), Jodhpur (3), Bhilwara, and Bhiwadi, facilitating seamless trade both domestically and internationally. The state also lays claim to the country's second-largest network of National Highways, covering over 10,618 kilometer in total. It plays a pivotal role in the Delhi-Mumbai Industrial Corridor, spanning six major states across Northern, Western, and Central India. Moreover, Rajasthan hosts a significant portion of the Dedicated Freight Corridor (DFC) and the Delhi- Mumbai Expressway a 1,483-kilometer rail corridor connecting Jawaharlal Nehru Port near Mumbai to Dadri near Delhi. Approximately 60% of the state's area, encompassing 22 districts including major ones like Jaipur, Alwar, Kota, and Bhilwara, falls within the project's influence zone.

3. Rajasthan Export Scenario

The state offers a range of product categories to the world including engineering goods, gems & Jewellery, metals, textile, handicrafts, agro & food products, chemical & allied etc. The destinations to these products are also diversified ranging from USA, Europe, Africa, Middle east, Southeast Asia etc. Post-covid, state’s export has shown significant jump and offered a potential for engine of economic advancement. However, compared to other states, there is a significant potential left which can be tapped with suitable policy measures and incentives.

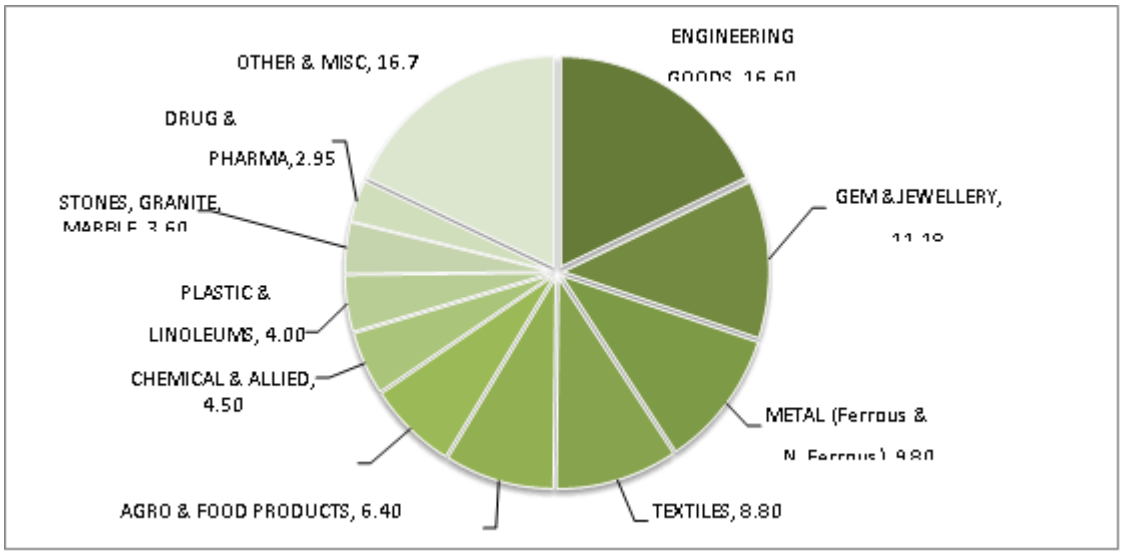


Figure No.2: Export: Product Category (in Cr)

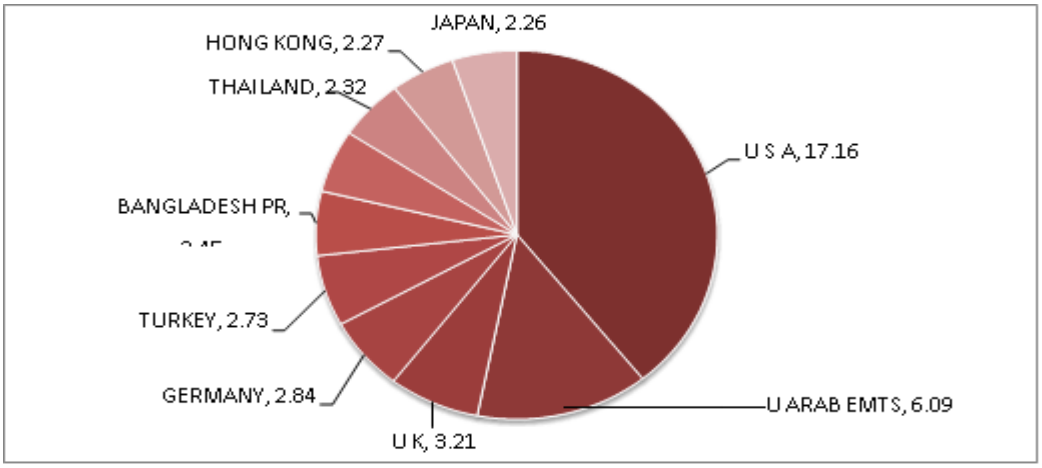


Figure No.3: Export Destination (In Cr)

Export Summary of Rajasthan

S.No.	Product	Year (Rs. In Crore)						
		2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
1	Textiles	5667.30	6750.11	6165.79	5729.29	9251.39	7834.36	8819.58
2	Agro & Food Products	4204.84	4525.87	3708.96	3740.65	5180.17	6334.21	6486.78
3	Gem & Jewellery	5264.38	5737.55	5109.6	4067.36	6811.04	9178.77	11183.23
4	Engineering	7350.17	7632.99	7674.76	7781.81	11966.12	13887.01	16592.51
5	Metal							
	1.Ferrous	935.07	970.59	1216.6	1102.94	1436.00	1754.02	2148.23
	2.Non- Ferrous	4065.19	3343.21	3182.29	4180.75	6802.57	9509.89	7709.71
6	Dimensional Stones Marble Granites,& articles of Granites,& articles of Stone Mica etc. Stone	3172.40	3354.58	3208.81	4080.22	4481.15	3572.18	3665.94
7	Mineral fuels, Mineral oils & Products, Bituminous-Substances, Mineral waxes, Ores, Slags & Ash	138.96	168.96	871.39	842.34	1393.34	1345.82	1599.32
8	Electronics & Computer Software	2531.42	2833.24	2729.7	3016.01	464.73	829.71	1110.14
9	Wool & Woolens	91.73	139.11	130.74	62.31	133.47	154.41	122.90
10	Chemical & Allied	4231.55	5901.94	4260.3	5016.53	6995.14	4246.63	4585.72
11	Drugs & Pharmaceuticals	604.64	1027.35	1899.69	2268.39	2577.60	2781.64	2954.20
12	Plastics & Linoleums	922.87	896.85	1178.65	1337.58	2030.83	1948.58	4010.27
13	Handicrafts	3701.55	4825.42	5219.48	6205.32	7830.07	1564.63	7986.83
14	Leather & Leather products	296.89	356.85	226.25	193.43	298.59	309.69	272.65
15	Readymade Garments	1831.51	2078.28	2073.2	1764.4	2561.09	3074.53	2751.35
16	Carpet (Durries)	1095.32	625.67	563.08	464.7	706.18	731.83	742.63
17	*Rubber*	NA	NA	NA	NA	NA	2182.64	NA
18	*Paper & Products*	NA	NA	NA	NA	NA	5744.43	NA
19	Others	371.13	9.84	526.81	910.28	1080.24	786.38	962.25
	Total	**46476.92**	**51178.41**	**49946.10**	**52764.31**	**71999.72**	**77771.37**	83704.24

*****Disclaimer- The Data source is from DGCIS- For better representation and understanding, sector-wise data has been clubbed under one head

4. Title & Applicability

The title of the policy will be **Rajasthan Export Promotion Policy – 2024**. The operative period of the policy will be till 31st March, 2029.

5. Vision

To increase exports of the State by expanding and diversifying the export portfolio through strategic administrative, institutional, fiscal, and infrastructural initiatives. This effort aims to enhance exporter competitiveness, foster sustainable inclusive economic growth, and generate employment opportunities in Rajasthan.

6. Objectives

Following are the objectives of the policy:-

a. To increase the exports from existing ₹83,704.24 Cr in financial year 2023-24 to ₹1.5 lakh Cr by the year 2029.

b. To improve the Export Ecosystem of the state comprising of logistics, export infrastructure, air cargo services etc.

c. Encourage diversification of products through value addition and explore new markets by expanding, diversifying, and strengthening the export product base.

d. To increase the competitiveness of exporters by providing world class export infrastructure.

e. To encourage research and development for stimulating technological up gradation and undertake market research etc.

f. Promote initiatives to elevate product quality and standards and facilitate certification of exported goods.

g. To undertake and promote sector-specific skill development and capacity building of Human Resource as per the requirements of the varied Industries exporting from the State so as to double the workforce, presently working for exports sector by the year 2029.

h. Streamline compliance and regulatory processes to simplify export procedures. Imparting need-based trainings to stakeholders including exporting units and officials.

i. Support and mentor entrepreneurs venturing into the export sector.

7. Strategy

Building on the previously outlined objectives, Rajasthan's Export Promotion Policy incorporates the following strategies:

a. The "PUSH" Framework for Exports:

The PUSH framework will be pivotal in transforming Rajasthan into an export hotspot by addressing challenges such as digital access to information, developing supportive infrastructure and institutional frameworks, enhancing capacity building, and improving quality standards and market linkages. This approach will focus on fostering indigenous innovation, achieving self-sufficiency, boosting exports, and implementing market reforms

b. Leverage Core Competencies:

- Identify and capitalize on Rajasthan's established strengths in sectors such as textiles, handicrafts, gems & Jewellery, and dimensional stones.
- Promote skill development and the preservation of traditional knowledge in these areas while encouraging innovation in design and product development to align with evolving global trends.

c. Promote Diversification:

- Identify high-potential sectors like agro & food processing, engineering goods, and pharmaceuticals for export development.
- Provide targeted incentives and infrastructure support to attract investments in these sectors.
- Facilitate linkages between producers and exporters for efficient supply chains.

d. Enhance Global Competitiveness:

- Implement quality control measures and certification programs to ensure product consistency and international standards.
- Encourage adoption of technology and automation in manufacturing processes for improved efficiency and cost reduction.

- Assist exporters in participating in international trade fairs and exhibitions to increase market access.

e. Empower Exporters:

- Offer training programs on international trade practices, market research, and export documentation.
- Simplify regulatory procedures and provide online platforms for obtaining clearances and permits.
- Implement financial incentives like subsidies, tax breaks, and credit facilities to support exporters, particularly SMEs.

f. Create a Supportive Ecosystem:

- Establish dedicated export promotion offices across the state and in key international markets.
- Streamline logistics infrastructure, including transportation networks and customs clearance processes.
- Promote collaboration between government agencies, industry associations, and research institutions to foster knowledge sharing and innovation.

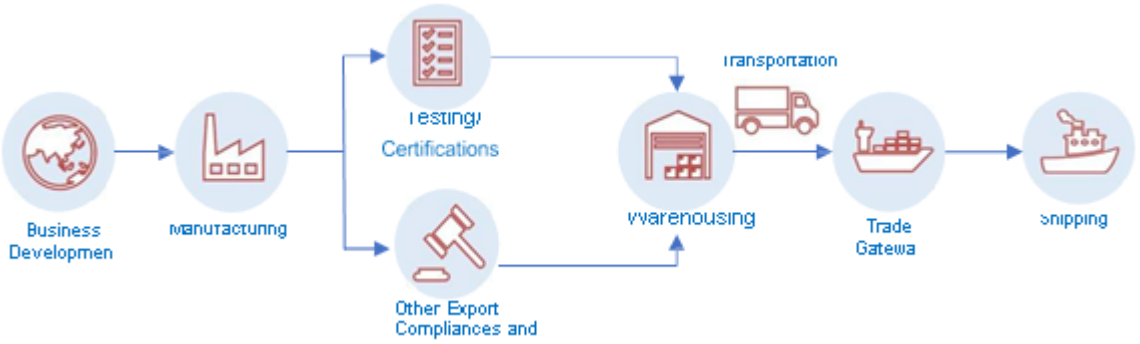
g. Promote Sustainable & Ethical Practices

- Encourage environmentally friendly production processes and resource management.
- Support fair labour practices and ethical sourcing of materials.
- Leverage "Made in Rajasthan" branding to highlight the state's commitment to sustainability and ethical production.

h. Data-Driven Approach:

- Utilize data analytics to identify emerging export opportunities and track performance in key markets.
- Regularly monitor policy effectiveness and adapt strategies based on market trends and feedback from stakeholders.

By implementing these comprehensive strategies, Rajasthan can create a conducive environment for export growth, increase its global competitiveness, and achieve its vision of becoming a prominent player in the international export arena.



8. Focus Sectors

a. **Engineering Goods** (Auto parts, Electrical, Pumps & Others): Rajasthan is a key player in engineering goods, exporting auto parts, electrical equipment, and pumps. This sector benefits from a skilled workforce and established manufacturing capabilities.

b. **Gems & Jewellery**: The state is renowned for its gems and Jewellery industry, exporting a wide variety of precious stones and crafted Jewellery. This sector leverages Rajasthan's rich heritage of craftsmanship.

c. **Dimensional Stone & Minerals**: Rajasthan is a treasure trove of natural resources, exporting dimensional stones like marble, granite, and minerals. This sector capitalizes on the state's abundant mining resources.

d. **Textiles & Apparel**: The textile industry in Rajasthan thrives on its traditional techniques and vibrant fabrics. The state exports textiles, ready-made garments, and other apparel products.

e. **Handicrafts:** Rajasthan's rich cultural heritage is reflected in its exquisite handicrafts. The state exports a wide variety of handcrafted items, attracting international appreciation.

f. **Agro and Food Processing:** Rajasthan's agricultural produce finds a global market through exports of processed food items, spices, organic produce, and other agricultural products from the state.

g. **Tourism and Hospitality:** Rajasthan's captivating beauty and historical significance are drawing increasing number of tourists. The state is actively developing its tourism infrastructure to cater to this growing sector.

h. **Health and wellness:** Rajasthan is emerging as a healthcare destination, with potential for exporting medical services and expertise.

9. Institutional Framework

a. **Rajasthan Export Promotion Coordination Council (REPCC):** The Rajasthan Export Promotion Coordination Council is the apex state level coordination body in the chair of Chief Secretary, Government of Rajasthan. This apex and steering council have been advising the Government, REPC and the DEPCs on the export related Policy formation,

coordination, and implementation issues of the state.

b. **District Export Promotion Committee (DEPC):** Under the chair of District Collector, the DEPC is the District Level Export Promotion Committee for implementation of directions issued by REPCC, Export & ODOP Cell & Govt. of India. (The DLRC-District Level Review Committee for Industries and commerce related matters will also function as DEPC.)

c. **Rajasthan Export Promotion Council (REPC)** has been set-up with the participation of the Government, Exporters, and Industry in order to provide a forum for exchange of views, information sharing and removing hindrances and obstacles faced by exporters. The membership to the council is on annual subscription basis for Exporting Units of the state.

d. The REPC will have focus on five operational areas with following divisions.

1. **Sectorial Division:** This division will manage the delivery of export promotion products and services to each exporting sector.
2. **Regional Division:** This division will work with the trade and commerce related offices in abroad through the Embassies/High commissions, EPCs, EXIM Bank and other chambers of commerce and Industry.
3. **Marketing Division:** This division will oversee all marketing activities, including trade missions, trade shows, trade fairs and Buyers-Sellers meets.
4. **Information and Technology Division:** This division will manage systems for providing information to stakeholders, including websites, skills, and training modules.
5. **Grievance Redressal and State Export Helpline:** This division will look to address the grievances of exporters from the state and provide required information through the dedicated export helpline number.

   The key responsibilities assigned to REPC are as attached as (Annexure III: Responsibilities assigned to REPC)

e. District MSME Investment and facilitation centres (MIFCs) will be equipped with information related to export procedures and documentation to facilitate exporters at grassroots level.

f. State-level PMU (Project Management Unit) will be set up to provide handholding support to entrepreneurs, exporters, sellers, artisans, craftsmen, and weavers. A review and evaluation mechanism will also be developed for following up on the achievements in terms of increased export opportunities and such other indicators as may be specified. A framework shall be put in-place, to assess the policy implementation in the State.

Financial and Non-Financial Incentives

10. Export Research and Marketing Intelligence

Timely and correct information related to the exports from the State is a necessary requirement not only for proper monitoring of export performance but also timely intervention at policy level in case of adverse impacts on exports. Government shall endeavor to allocate funds for conducting in-depth market research and analysis to identify emerging trends, untapped markets, and product specific demand. This information can be made available to exporters on the export portal as a part of the export advisory services. The policy envisages a timely release of state specific export data and availability of such data at single point. The data should include export data, updates on trade fairs, details of exportable products, potential export markets, infrastructure availability, market intelligence reports, information on FTAs etc. Information and Technology Division of REPC will develop a multilingual export portal for this purpose.

a. To identify export potential products from each district, a comprehensive district survey will be conducted. This survey will assess opportunities for diversifying the range of products currently being exported. Based on the findings, a district-specific export action plan will be developed within one year of the policy's launch to promote and enhance exports from each district to develop Districts as Export Hubs.

11. Capacity Building

a. **"Mukhyamantri Niryaat Vridhhi Abhiyan":** A state level export promotion campaign will be launched to focus on capacity building of exporters and impart export- oriented trainings. The aim of the campaign is to assist with export procedures and documentation. Workshops/Seminars will be conducted in each district.

b. Conducting training programs in collaboration with IIFT /DGFT to enhance the capabilities of exporters in export procedures and documentation. The focus will be on better understanding export-related issues such as obtaining IEC, document preparation, proper product classification, compliance with foreign regulations, international trade practices, market research, negotiations with buyers, post- export compliance, etc. At least 25 (Twenty-five) such training programs with a batch size of at least 25 will be conducted each year. An annual calendar of events, in collaboration with various trade- related associations and organizations recognized by the Central/State Government, will be formed to conduct these trainings and other programs proposed under the policy.

c. Training programs in collaboration with national testing and quality certification agencies e.g., BIS/ FSSAI/ ISO/ Indian Institute of Packaging /CSIR /IIT and other agencies will be conducted for hand holding exporters regarding national and international quality standards, compliance and quality and management system certifications. At least 25 such trainings with batch size of at least 25

will be conducted every year. The focus will be enhancing the understanding of quality, standards and certifications in exports and awareness about various mechanisms for positioning the exports such certificate of origin, GI tagging etc.

d. Handicrafts industry will be supported in creation of export quality designs. Tie-up with national level institutions such as NIFT/FDDI Jodhpur, Indian Institute of Crafts & Design at Jaipur, and other agencies will be explored, to build a repository of readily available tailor-made designs.

12. Marketing Assistance

a. The Exporter shall be providing subsidies, by way of reimbursement of 75% with a ceiling of ₹ 3 lakh per year to exporters for participating in approved international trade fairs, exhibitions, and buyer-seller meets being organized in India or abroad to promote their products and services (To be notified by the department from time to time). The exporter / unit will be allowed to participate under this assistance once in two years.

13. Production, Technology, Quality and Standards

a. Capital investment subsidy for units is as available under the prevailing Rajasthan Investment Promotion Scheme (RIPS) / MSME Policy . Exporting units will be encouraged to avail the benefits under the scheme to increase capital investment in plant and machinery and technology up gradation.

b. To facilitate the credit flow to the units engaged in exports, incentives for interest, Subvention will be provided under the prevailing Rajasthan Investment Promotion Scheme (RIPS) / MSME Policy. Exporting units will be given benefits to increase the credit flow, and ease of access to finance as per different policies and schemes as applicable.

c. Subsidy of 50% of Expense, subject to Maximum of ₹5 lac /Unit/Annum, to cover the cost associated with export documentation, including quality and management system certifications, quality testing, and compliance with international trade regulations will be provided.

d. Product testing reimbursement of 75%, with ceiling of ₹ 20,000/- per shipment per unit at a ceiling of ₹ 3.00 Lakhs for a FY. This includes cost incurred to send samples for new orders/ market. In order to keep pace with the global manufacturing trends, the MSME manufacturing sector needs to adopt latest technologies. A total reimbursement of 75% of cost for acquiring technology from premier National/ International Institutes/ Patented, Domestic / foreign companies, max. of ₹ 50.00 lakh.

14. Freight Subsidy/Logistics Subsidy

As per RIPS Clause 4.2 – Export Promotion, Sub Clause 4.2.1- Add-On Freight Incentives

Eligible Enterprises shall be eligible to avail the following Freight Incentive for a duration equal to the duration of Capital Subsidy under manufacturing

standard incentive package under this policy:

a. Manufacturing, Sunrise –

The ceilings mentioned with respect to a specific Asset Creation Incentive for a given Focus Category are inclusive of additional benefits received from Freight Incentive. SN Focus Category Freight Incentive. Eligible Manufacturing Enterprises shall be eligible for reimbursement of 25% of the total expenses on freight charges for sending goods for exports through State ICDs and/or air cargo complex subject to a maximum limit of INR 25 lacs per exporting unit per annum (only exporting units registered within Rajasthan shall be eligible). Existing Manufacturing Enterprises in Rajasthan, not currently availing benefits under any previous RIPS shall be eligible to avail Freight Subsidy, provided the Enterprise is a "first-time exporter" post the launch of this Policy.

b. MSMEs –

MSME Enterprises (First time MSME exporters, including existing units which are first time exporters) shall be eligible for reimbursement of 25% of the total expenses on freight charges for sending goods for exports through State ICDs and/or air cargo complex subject to a maximum limit of INR 25 lacs per exporting unit per annum (only exporting units registered within Rajasthan shall be eligible).

(The ceilings mentioned with respect to a specific Asset Creation Incentive for a given Focus Category are inclusive of additional benefits received from Freight Incentive.)

15. Promotion of E-commerce Exports

a. Engagement with leading e-commerce companies to improve supply chain and improve logistics for exports will be explored to improve exports from the state. To assist MSME exporters in utilizing the e-commerce for exports, a reimbursement of 75 % of the total fees (including registration fees, referral fees, closing fees, shipping fees, Subscription's fees etc.) charged by e-commerce platforms engaged in exports, up to a maximum limit of ₹ 2.00 lakhs per unit/exporter will be provided for a maximum of 2 years through e-commerce.

16. Export Credit Insurance Support

a. To ensure the Export credit insurance to the exporters of state the Government will make a reimbursement of 50 % of the premium paid to the Export Credit Guarantee Corporation of India (ECGC) by the MSME exporters subject to a maximum of ₹ 2.0 lakh per annum per unit. Efforts will be made to engage with ECGC to broad base the coverage provided to include more products and markets. The reach of the policy of ECGC will also be enhanced through awareness campaigns and publicity of the scheme during various events, trainings and expo being conducted for export promotion to ensure a broad-based coverage under the scheme. Assistance under other schemes such as RAMP (Raising and Accelerating MSME Performance) will be leveraged for implementing this

support.

17. Export Development Fund

a. A dedicated fund will be created through contribution from Central Government, State Government (including its departments, corporations and agencies) and CSR contributions to assist exporters in marketing, product development, branding, and promotional activities.

1. **International Expo**: An International expo shall be organized to promote the state's export potential by showcasing local industries, attract global buyers, and foster business relationships. The expo shall be organized on annual basis. The expo shall focus on the sectors identified in the policy under Focus Sectors along with emerging sectors such as biotech, green technologies, and digital services etc. The markets to be focused will include established markets such as North America & Caribbean, Europe, and Asia as well as emerging Markets such as Africa, Latin America, and Southeast Asia. Targeted marketing campaigns through digital media, trade publications, and international business networks in collaboration with trade associations, business chambers, and media to attract global participants and promote the state's export capabilities will be launched. A review mechanism through PMU will be set up for following up with leads and potential partners to convert opportunities into actual business deals and assess the event's success based on lead generation, business deals, and participant feedback. A report with recommendations for future events will be prepared.

2. **Buyer Seller Meets (BSMs):** To reach the last mile, it is proposed to organize buyer- seller meets, to enhance the state's export competitiveness, and creating opportunities for local businesses to connect with international buyers. At least 4 (four) such meets will be organized annually. Such meets can be both physical and virtual meets to accommodate various preferences and global participants. Physical meets can be regional or state-wide, while virtual meets can expand reach to international buyers. For physical meets, key cities, or industrial hubs within the state with adequate facilities will be identified while as for virtual meets, a robust online platform that supports seamless interaction will be ensured. Focus will be on sectors with high export potential such as technology, manufacturing, agriculture, textiles, and renewable energy along with emerging Sectors like biotech, green technologies, and digital services. Target regions will be regions with existing trade relationships such as North America, Europe, and parts of Asia along with emerging regions to explore new and developing markets with increasing demand for the state's products, such as parts of Africa, Latin America, and Southeast Asia. Potential international buyers will be identified and invited through trade associations, business networks, and industry contacts. Local businesses will be encouraged to register as sellers along with, providing them with guidelines and support for effective participation. Use of technology or manual systems to match buyers and sellers

based on interests, sector relevance, and business needs will be explored. Targeted marketing campaigns to promote the meets, using digital media, industry publications, and international trade networks in collaboration with trade associations, business chambers, and media to attract global buyers and raise awareness about the event will be launched. A review mechanism through PMU will be developed to follow up with leads and participants to convert opportunities into business deals. Feedback from both buyers and sellers will be collected and assessed for future improvements. The success of the meets based on the number of connections made, deals closed, and participant satisfaction will be assessed and presented through a report with insights and recommendations for future events.

3. **Reverse Buyer Seller Meets (RBSMs)**: In continuation to the BSMs, and take the initiative one step further, it is proposed that the REPC will conduct Reverse Buyer- Seller Meets, (where international buyers will be visiting the state to explore local products and establish direct business connections with exporter of the state). At least one such RBSM will be organized annually. Assistance under other schemes such as RAMP will be leveraged for successful organization of such meets. RBSM will include physical meets where international buyers visit the state, with potential integration of virtual components to broaden participation and reach. Such meets will be organized in key industrial and commercial hubs within the state that showcase diverse sectors and offer robust facilities. While prioritizing emphasis on high-potential sectors such as technology, manufacturing, agriculture, textiles, and renewable energy to attract buyers with specific interests, emerging Sectors with growing global demand and innovation, like biotech, green technologies, and digital services will also be focused. Buyers will be targeted from regions where the state has existing trade relationships, such as North America, Europe, and parts of Asia along with emerging regions such as parts of Africa, Latin America, and Southeast Asia. Buyers with a genuine interest in the state's key sectors will be identified through trade associations, business networks, and direct outreach. Local businesses will be enrolled to showcase their products and services, ensuring they are prepared to engage with international buyers effectively. Pre-arranged meetings and one-on-one sessions between buyers and sellers based on mutual interests and sector relevance will be facilitated. Targeted marketing campaigns to attract international buyers, using digital media, trade publications, and business networks in collaboration with international trade bodies, business chambers, and media to promote the event and generate interest among potential buyers will be launched. A review mechanism through PMU will be developed to follow up with leads and participants to convert opportunities into business deals. Feedback from both buyers and sellers will be collected and assessed for future improvements. The success of the meets based on the number of connections made, deals closed, and participant satisfaction will be assessed and presented through a report with insights and recommendations for future events.
4. **Awards for Exporters, Events and Exhibition**: Awards, as per Annexure II, will be given to encourage exporters from the state.
5. **Government/Business delegation participation in international level events:**

To enhance the state's export potential and global trade relationships, participation of government and business delegations in high-profile international events, trade shows, and conferences will be facilitated. Delegation participation may be planned in line with the major international trade shows, industry-specific conferences, and economic forums. Delegations will comprise government officials, industry leaders, and key business representatives to maximize impact and foster comprehensive trade discussions. Events that align with the state's export priorities and offer significant opportunities for networking and business development will be identified for such participation. A structured follow-up process will be designed through the PMU to engage with leads, partners, and stakeholders met during the event. Local businesses will be supported for follow-up discussions and deal closures. Assessment of impact of the delegation's participation based on business connections made, deals initiated, and feedback from delegation members will be presented through a detailed report with insights and recommendations.

6. The expenditure for the above activities and other miscellaneous activities related to export promotion will be made under this fund.
7. Various other policies and schemes of the State Government such as Industrial Policy, ODOP Policy, prevailing RIPS, prevailing MSME Policy, etc. will be leveraged and dovetailed with export promotion policy to promote and support exports from the state.

Disclaimer* The exporter may avoid, duplicity to avail similar type of benefits under any other schemes of State and Central Govt. However, exporters are encouraged to avail benefits from various policies and schemes in the state.

18. Implementation of the policy

a. The Department of Industries & Commerce, under the administrative control of the Additional Chief Secretary (ACS)/Principal Secretary (PS)/Secretary, has been mandated to formulate, update, amend and implement the Export Promotion Policy through the Commissioner of the Industries & Commerce Department, Rajasthan, Jaipur (Export Promotion & ODOP Cell and REPC).

b. The implementation of the policy will involve close coordination both within and between departments to ensure that the State's export promotion efforts are well-aligned and effectively synchronized.

c. **State Level Task Force Committee (SLTFC) –** Headed by Commissioner, Industries & Commerce department will be responsible for disposal of application received. This Committee may delegate Authority to the District Level Task Force Committee (DLTFC) headed by General Manager, District Industries & Commerce Centre (DICC) or REPC as per Quantity & Nature of the Incentives.

d. The Detailed Terms of Reference will be issued separately along with operational guidelines of the Policy.

19. Eligibility

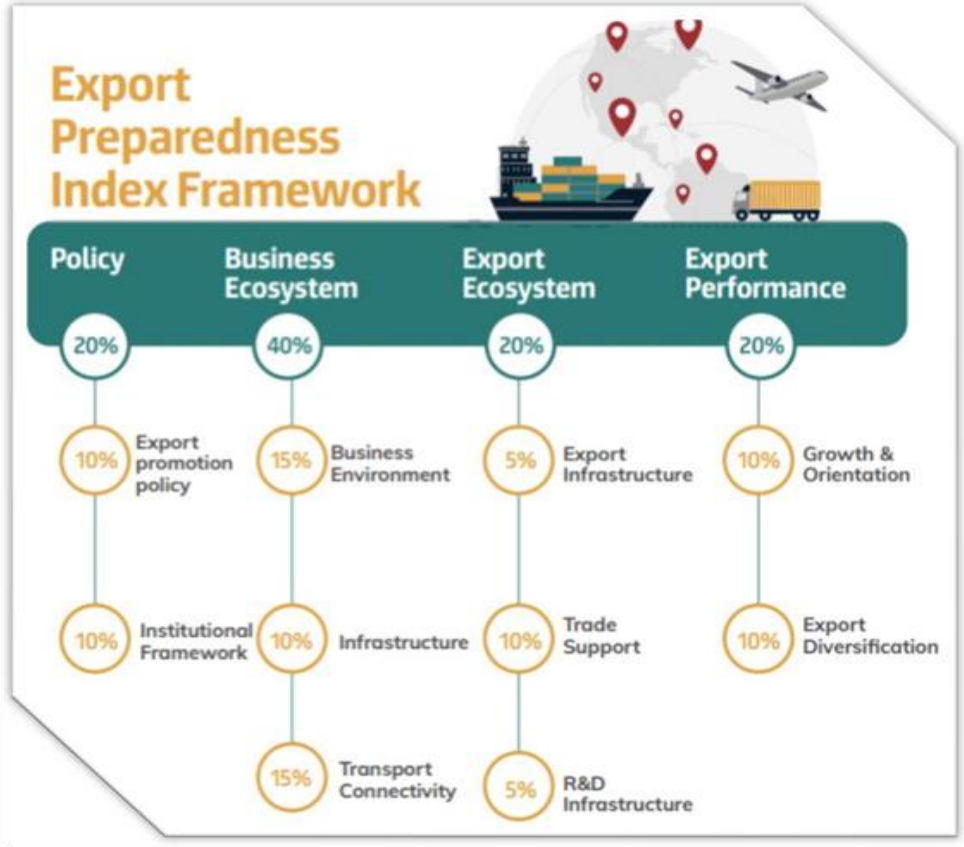
a. This policy applies to an existing and new exporter in Rajasthan, encompassing:

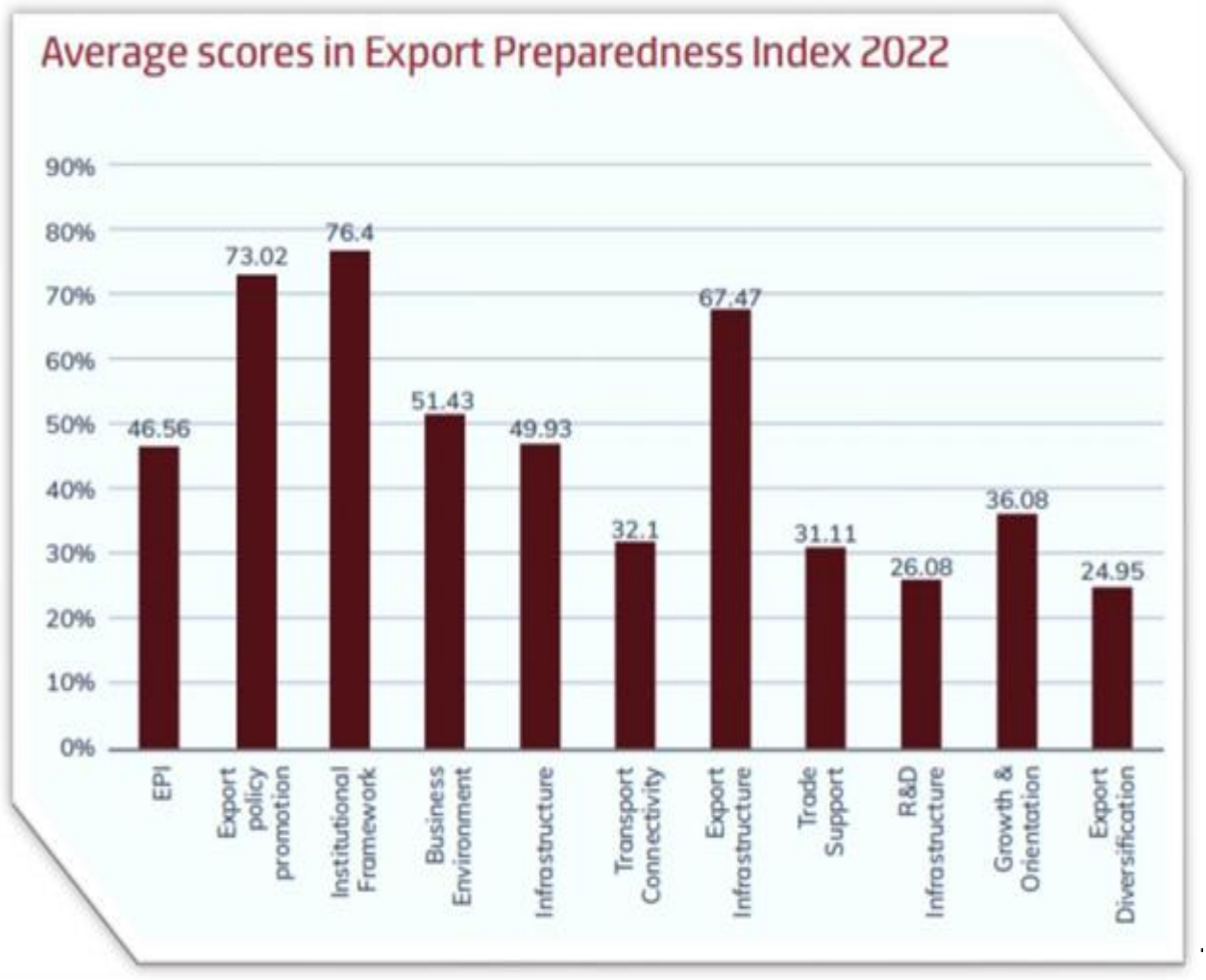
- Manufacturer Exporters: Enterprises directly involved in creating or producing goods for export.
- Service-Oriented Exporters: Enterprises that provide services for international clients.
- Merchant Exporters: Those engaged in the buying and selling of goods for export, with or without warehousing facilities.

b. The Government of Rajasthan will assess the policy on an annual basis, or at any other time deemed necessary. This assessment will be used to revise or modify the policy to ensure it remains relevant and addresses the evolving needs of Rajasthan's export sector.

Annexure I

1. **Export Preparedness Index (EPI):** EPI is to evaluate the export performance and pending potential of the Indian States and Union Territories. Additionally, the index investigates the direct and indirect factors that promote and support the export environment throughout the region. The government and policymakers can use it as an instrument to encourage healthy competition among the states and union territories, thereby strengthening India's position in the export market. The index has the potential to serve as a roadmap for the states, as it identifies areas of strategic significance in which the region excels or lags.





Annexure II

State Export Award

State Export Awards will be organized on annual basis where the following categories of awards shall be given:

1. Award for highest foreign exchange earner in the State.
2. Award for recording highest YoY growth of exports.
3. Award for the best exporter in various sectors including the service sector.
4. Award to exporter of new value-added product in the focus sectors.
5. Award to exporter to virgin market.
6. Award to women entrepreneurs in the field of exports.
7. Award to startups in the field of exports.
8. Award to exporting units in additional categories such as promoting innovation, best global presence, and adopting best practices (clean manufacturing, adoption of new-age packaging techniques etc.)

9. Award to any other category as decided by SLTFC with consultation of trade/ export association/ industrial bodies.

Annexure III

Key Responsibilities of Rajasthan Export Promotion Council

a) Policy Implementation: Formulation and implementation of policies, schemes, and strategies for export promotion in conformity with the national and state development objectives.

b) Brand Promotion: Facilitate exporters to participate in various International Exhibitions / Fairs. Organize an international Trade Fair of all commodities which are exported from the State, including the products or services having export potential.

c) Data Management: Monitor the state balance of trade along with the regional DGFT.

d) Sector Focus: Evaluate the requirement for Sector Specific Research and Development, value addition/ diversifications, explore new market, handholding support for budding, ODOP and existing exporters.

e) Assess the requirement of Infrastructure for facilitating exports from the State.

f) Global Trading Partners: To promote productivity, quality, and technical cooperation with Global Trading Partners for local entrepreneurs/ exporters, the council would facilitate partnership for local traders.

g) Ease of Doing Business: Promote the ease of doing business by enabling entrepreneurs/traders in the State for hassle-free documentation and exports across borders.

h) Handholding Services: Implement Central Scheme - Niryaat Bandhu in the state. This scheme shall be implemented in partnership with EPCs and Associations.

i) Certification labs: The council would provide handholding support for budding, ODOP and existing exporters for certification.

j) Capacity Building: Conduct study for the requirement of skill development for the Exports Sector with the support of various institutes viz. Indian Institute of Gems and Jewellery (IIGJ) Jaipur, Apparel Training and Design Centre (ATDC) Jaipur, Rajasthan Skill, and Livelihood Development Corporation (RSLDC), Industrial Training Institutes etc.

k) Project Monitoring Unit: The Council shall engage a professional agency or consultant to assist in implementation of this policy, various activities identified by the policy with respect to export promotion for initial period of five years.

l) Rajasthan Export Promotion Council to provide Export Facilitation by engaging with India’s foreign missions abroad.

m) Rajasthan Export Promotion Council shall keep exporters aware of the various international Fairs.

n) To enhance Rajasthan's export, the importance of promoting both 'Brand Rajasthan' / 'Rajasthan Brand' / Rising Rajasthan is an imperative, for this the State Government shall organize an annual International Export Trade Fair for exportable products and commodities from Rajasthan through REPC.

o) The Export council may support the State Government in identification of New ICDs/ Dry Ports.

p) Assist in undertaking a study and identification of soft/hard interventions sought by Air Cargo Complex in Jaipur (currently being operated by Rajasthan State Small Scale Industries Corporation).

q) REPC will assist in identification of sector-based skill gaps via regular assessments and skill gap studies to improve lack of skilled manpower in export sector (district wise) via hard/soft interventions, (i.e. General skills required in exports, export documentation, merchandising, quality control and quality analysis, business/negotiation-oriented language skills, adherence to quality standards for various industries w.r.t focused markets etc.)

r) Data bank and market information shall be maintained by REPC and its easy accessibility to exporters with a view to select target markets and to assess their requirements shall be encouraged.

s) Workshops and Training Programs for Exporters: The program would focus on encouraging the utilization of FTAs and Promoting awareness of the India Trade Portal.

t) Raising Export Awareness: In addition to developing a website targeting international audiences, REPC will have an internal site for exporters. This site will be multilingual. The website will provide an integrated interface for services to exporters, along with a calendar of events, news, and a variety of studies and reports. The site includes a guide to exporting from Rajasthan, which describes the exporting process in three stages: the decision to export, the exporting process, and incentives for exporters.

Successful trade promotion efforts will be recognized on an ad hoc basis by posting success stories on the internal website, and by placing stories in magazines published by industry associations.

u) Building Export-Readiness: To improve the export skills of smaller existing exporters, and to encourage new SME exporters, REPC will develop the Internalization Plan with special focus on thrust sectors/industries. These programs will provide companies with systematic training in exporting issues faced by SMEs. They will include training modules on production capabilities, market research, logistics, marketing plans, banking, international law, searching for partners, and the export process.

v) Selecting Target Markets: REPC will create State guide handbooks covering most of Rajasthan's major trade partners. These handbooks will provide economic and social data and profiles of consumer spending, tastes, purchase patterns, and other relevant information.

By the order of the Governor

Mahipal Kumar,

Deputy Secretary To Government.

राज्य केन्द्रीय मुद्रणालय, जयपुर।